

U.S. Department of Justice

Washington, DC 20530

Exhibit A to Registration Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at <http://www.fara.gov>.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name and Address of Registrant Ogilvy Public Relations Worldwide 1111 19th Street NW, 10th Floor Washington DC 20036	2. Registration No. 5807
3. Name of Foreign Principal Embassy of Chile	4. Principal Address of Foreign Principal 1732 Massachusetts Ave, NW Washington DC 20036

5. Indicate whether your foreign principal is one of the following:

☒ Foreign government

☐ Foreign political party

☐ Foreign or domestic organization: If either, check one of the following:

<input type="checkbox"/> Partnership	<input type="checkbox"/> Committee
<input type="checkbox"/> Corporation	<input type="checkbox"/> Voluntary group
<input type="checkbox"/> Association	<input type="checkbox"/> Other (specify) _____

☐ Individual-State nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant
 Embassy of Chile

b) Name and title of official with whom registrant deals
 Alejandro Buvinic, Head of Economic Department - Trade Commissioner

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom registrant deals

c) Principal aim

Formerly CRM-157

FORM NSD-3
Revised 03/11

8. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Owned by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Directed by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Financed by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit A to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit A	Name and Title	Signature
June 28, 2012	Andrew Kochar, Global CFO	/s/ Andrew Kochar eSigned

U.S. Department of Justice

Washington, DC 20530

OMB NO. 1124-0004; Expires February 28, 2014

Exhibit B to Registration Statement
Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at <http://www.fara.gov>.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant Ogilvy Public Relations Worldwide 1111 19th Street NW, 10th Floor Washington DC 20036	2. Registration No. 5807
3. Name of Foreign Principal Embassy of Chile	

Check Appropriate Box:

4. ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5. ☒ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

To provide communication and public relations services in the promotion of Chile's 2013 Year of Innovation activities in the United States and to advance Chile's goals of positioning itself as a center of innovation and entrepreneurship.

8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

To provide communication and public relations services in the promotion of Chile's 2013 Year of Innovation activities in the United States and to advance Chile's goals of positioning itself as a center of innovations and entrepreneurship.

The provision of services covered by this private tender includes generating media coverage surrounding the Year of Innovation, positioning Chilean innovation and entrepreneurship among mainstream U.S. news organizations and specialized trade publications, and conducting media relations outreach to general market, specialized trade media, and top-tier national and local media outlets.


9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

The program is designed to position Chile as a center of innovation and entrepreneurship amongst U.S. business executives, trade officials, government officials, investors, venture capitalists, influencers, and journalists. The means for achieving this consist primarily of media relations activity around events in key media markets potentially including San Francisco, Chicago, New York, Los Angeles, and Miami.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit B to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit B	Name and Title	Signature
4/02/13	ANDREW KOCHAR, GLOBAL CFO	

Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

Making ProChile's Year of Innovation A Success

February 21, 2013



Ogilvy Public Relations

The Ogilvy-ProChile Team

We appreciate ProChile's consideration of our proposal to promote the **2013 Year of Innovation** activities programmed for the **U.S. market**. We are eager to help you achieve your communications objectives through our **expertise** in media relations, our **understanding** of the marketplace, our **experience** in promoting trade, goods and services, as well as our **ability** to build lasting business and cultural relationships. It would be an honor for us to work with you again and to build on last year's success achieved at the Fancy Food Show, in Washington, D.C., and Flavors of Chile, in Miami.

Your planned 2013 U.S. activities can help advance the country's goals of positioning itself as a center of **innovation** and **entrepreneurship**. We want to collaborate on this effort by extending to you our commitment to **excellent work** and an unequalled sense of **partnership** and **dedication**.

After studying your bid invitation with our country reputation team, we have developed the following document, in which we present a **proposed approach that will** generate robust media attention throughout the Year of Innovation in key U.S. markets. Our past successes with ProChile make us the ideal partner.

Yazmine Esparza
Account Supervisor
Corporate & Public Affairs
Ogilvy Public Relations
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E: yazmine.esparza@ogilvy.com

Authorized by:
Rory Davenport
Senior Vice President
Corporate & Public Affairs



Ogilvy Public Relations

Technical Proposal

The Ideal Partner For ProChile

"Encourage innovation.

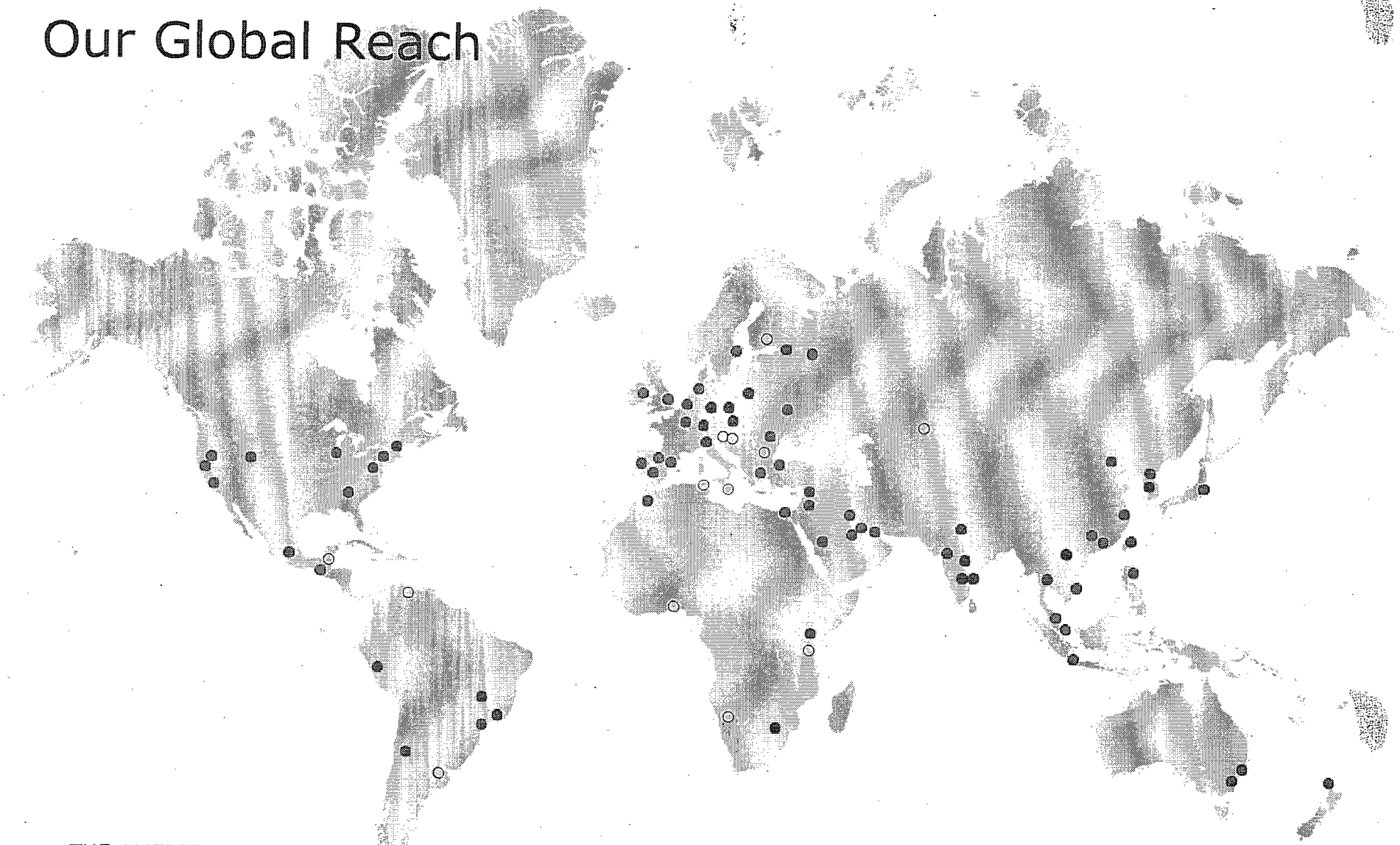
Change is our lifeblood, stagnation

our death knell."

— David Ogilvy



Our Global Reach



THE AMERICAS

Atlanta
Boston
Brasilia
Buenos Aires
Caracas
Chicago
Denver
Lima
Los Angeles
Mexico City
New York
Rio de Janeiro
Sacramento
San Francisco
San Salvador
Santiago
São Paulo
Tegucigalpa
Washington, D.C.

Yellow dot indicates
an Ogilvy PR Affiliate

EUROPE

Almaty
Amsterdam
Athens
Barcelona
Brussels
Bucharest
Copenhagen
Dublin
Düsseldorf
Frankfurt
Helsinki
Ljubljana
Istanbul
Kiev
Lisbon
London
Madrid
Malta
Milan
Moscow
Msida
Mulheim
Paris
Prague
Seville
Sofia
Stockholm
St. Petersburg
Vienna
Warsaw
Zagreb
Zurich

AFRICA & MIDDLE EAST

Amman
Beirut
Cairo
Casablanca
Dar Es Salaam
Dubai
Eros Windhoek
Ikeja Lagos
Jeddah
Johannesburg
Karachi
Kuwait City
Manama
Nairobi
Nambia
Riyadh
Safat
Tunis

ASIA PACIFIC

Auckland
Bangalore
Bangkok
Beijing
Canberra
Chennai
Colombo
Guangzhou
Hanoi
Ho Chi Minh City
Hong Kong
Hyderabad
Jakarta
Kolkata
Kuala Lumpur
Manila
Mumbai
New Delhi
Seoul
Shanghai
Singapore
Sydney
Taipei
Tokyo

Our Award-Winning Network

- Global, multi-disciplinary communications **leader** operating in more than **85 offices** across **six continents**
- Unmatched experience and expertise **building strong brands** and **bolstering reputations**
- Excellent skills developing and maintaining **media** and **investor relations**
- Recognized recently as **2012 Network of the Year** at *Cannes Lions*, **Most Effective Agency Network** by *Effie Awards*, and **Public Affairs Agency of the Year** by *The Holmes Report*, as 2011 Digital/Social Global Agency of the Year by *The Holmes Report*, and Large Agency of the Year by *Bulldog Reporter*



A Team Dedicated to ProChile's Success

- We have worked successfully with ProChile before, achieving outstanding results.
- Dedication and consistency are key in our client relationships.
- We espouse strong collaboration with clients to tell their story, build credibility and convey a vision that captures audiences' imagination...Imagine Chile.
- We stress an integrated strategy to maximize the impact of outreach and ensure credibility across key audiences.
- We have all the communications tools necessary to achieve ProChile's goals in one firm.
- We have deep experience managing government protocols and engagement communications.



How We Can Help ProChile

International rankings and measurement tools indicate that Chile is in the right path towards becoming a developed nation, a goal that President Piñera wants to achieve by 2020.

A sustainable society and economy drive foreign attention, draw investment and development, and strengthen opportunities for international exchange.

Communication about Chile's innovation successes is essential in order to spread the word, telling Chile's story and projecting openness and accessibility, thus inviting the world to join in Chile's success.

At Ogilvy, we are inspired by Chile's focus on innovation and on its future. If selected as your communications team during the Year of Innovation, we will identify and maximize media opportunities, and we will commit to maintaining consistent messaging throughout all materials and activities so that we can efficiently and effectively spread the word about Chile's success.

Ogilvy wants to be the trusted partner that will make Chile's story be heard loud and clear among key U.S. audiences.



Our Communications Approach

Objective

Generate media coverage in Chile as a center of innovation and entrepreneurship during the Year of Innovation.

Strategy

Position Chilean innovation and entrepreneurship among journalists from mainstream U.S. news organizations and specialized trade publications.

Tactics

Conduct media relations outreach to general market and specialized trade media, as well as top-tier national and local outlets using storylines and narratives developed in conjunction with ProChile.



We Will Amplify Chile's Successes To U.S. Audiences

- Chile is "**making all the right moves in working toward nationwide development.**" (FutureBrand's Country Brand Index 2012-2013)
- Placed **#2** on "**tomorrow's leading country brands,**" behind the United Arab Emirates and ahead of all other Latin American countries. (FutureBrand's Country Brand Index 2012-2013)
- The "**most competitive economy in Latin America**" (WEF Global Competitive Index 2012-2013)
- Its promotion of innovation through gaming and biotech is **well-aligned with market demands**, as "software, IT services and communications" made up the largest "FDI in Latin America and the Caribbean." (THE fDi REPORT 2012)
- Among the **top 40 best performers in global innovation**, being the only Latin American country in that group. (Global Innovation Index 2012 by WIPO & INSEAD)
- **30th best country in the world** out of 100 surveyed, ranking as the best Latin American country in the world. (The World's Best Countries - Newsweek 2010)



Telling Chile's Story to U.S. Media

Global Competitiveness Index 2012-2013

WORLD ECONOMIC FORUM GCI 2012-2013				
Country/territory	Rank/144	Score (1-7)	Rank among GCI 2011-2012 sample	GCI 2011-2012 rank
Switzerland	1	5.72	1	1
Singapore	2	5.67	2	2
Finland	3	5.55	3	4
Sweden	4	5.53	4	3
Netherlands	5	5.50	5	7
Germany	6	5.48	6	6
United States	7	5.47	7	5
United Kingdom	8	5.45	8	10
Hong Kong SAR	9	5.41	9	11
Japan	10	5.40	10	9
Qatar	11	5.38	11	14
Denmark	12	5.29	12	8
Taiwan, China	13	5.28	13	13
Canada	14	5.27	14	12
Norway	15	5.27	15	16

Despite a slight drop of two positions, **Chile**, at 33rd place, shows a rather stable performance and remains the most competitive economy in Latin America. A very solid macroeconomic framework (14th) with very low levels of public debt (10th) and a government budget in surplus (21st), coupled with well-functioning and transparent public institutions (28th) and fairly well developed transport infrastructures (40th), provide Chile with a solid foundation on which to build and maintain its competitiveness leadership in the region.

Puerto Rico	31	4.67	31	35
Oman	32	4.65	32	32
Chile	33	4.65	33	31
Estonia	34	4.64	34	33
Bahrain	35	4.63	35	37

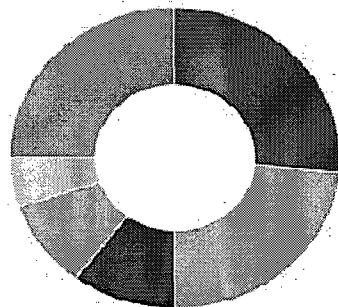
THE FDI REPORT 2012

LATIN AMERICA AND CARIBBEAN

FDI INTO LATIN AMERICA AND CARIBBEAN BY SECTOR 2011

Capital investment \$bn

FT Business



- \$36bn Software, IT services and communications
- \$32bn Metals and minerals
- \$14bn Transport equipment
- \$13bn Renewable energy
- \$7bn Food, beverages and tobacco
- \$34bn Other

THE WORLD'S BEST COUNTRIES

Chile

OVERALL

RANK

30

SCORE

74.12

Region: South America

Population: 16.7M (Small)

Income: \$9,460/capita (Middle)

Country Brand Index 2012-2013

TOMORROW'S LEADING COUNTRY BRANDS: THE FUTURE 15

Meet the
Future 15

Chile
(overall rank 34)

Chile's government is making all the right moves in working toward nationwide development.

FutureBrand

FUTURE 15 RANKING

2

FUTURE DRIVERS RANKINGS

4

4

3

11

4

9

GOVERNANCE

INVESTMENT

HUMAN CAPITAL

GROWTH

SUSTAINABILITY

INFLUENCE

Ogilvy Public Relations

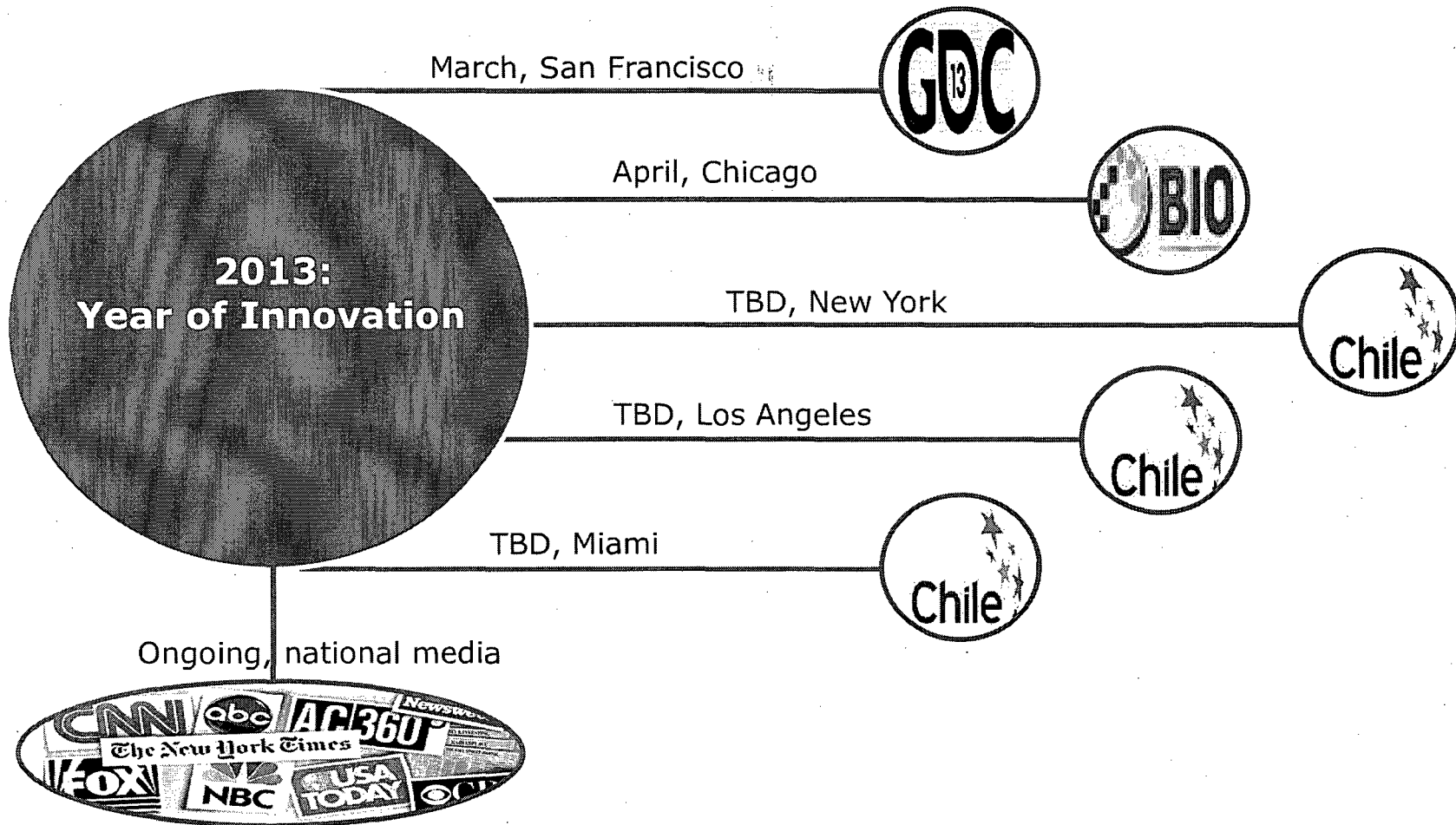
Chile

Target Audiences for ProChile Communications in U.S.

- U.S. business executives, trade officials, government officials (local, state, federal)
- U.S. investors, venture capitalists
- Influencers in the area of innovation (academics, entrepreneurs, think tank scholars)
- Journalists and editors of general and business media
- Journalists and editors with a specific interest in innovation and entrepreneurship



Our Outreach Will Take Aim at Key Media Markets



An Approach for the Year of Innovation Events



Development of Core Messages and Compelling Stories

We will work with ProChile communication staff to:

- Coordinate that consistent core messages are carried by all spokespeople and all stories we tell in the media, inspired in the Year of Innovation. For example:
 - Chile is at the center of innovation and entrepreneurship in Latin America.
 - Chile offers a fertile, stable environment for entrepreneurs and innovators from all over the globe.
- Identify the most compelling and news-inspiring stories that can draw the media's attention and relay Chile's messages. For example:
 - If there is a female Chilean who has excelled in the gaming business, we're interested in knowing her story
 - If there is a story to note on the production of the Oscar-nominated film "No" that relates to government programs that promote entrepreneurship (Start-Up or ContactChile), we want to tell that story far and wide.

These stories and messages will create the foundation for our media outreach around the planned events and our ongoing outreach efforts. We will target top-tier national media (as outlined in the bid invitation) and local, traditional and online, general market and specialized trade media.



Game Developers Conference (San Francisco, CA - March 25-29)

- We will:
 - Learn the newsworthy details about companies attending the Chile booth, such as Guitar Boost SpA, Ooni Games, Behaviour; and Diseño, Web y Multimedia Ltda.
 - Work with ProChile to identify specific content that will enable us to develop the most attractive news angles to attract U.S. media.
 - Explore list of exhibitors and assess and develop opportunities to partner with U.S. news media.
 - Coordinate with event planners to obtain a list of media attending the conference and reach out to them.
 - Develop our own media lists of regional and trade media (TV, radio, print and online).
 - Write and distribute a media advisory one to two weeks prior to the conference announcing Chile's participation and attract attention in advance.
 - Write a press release after the conference is over and distribute directly to media lists, as well as through ProChile's wire service.
 - Coordinate media visits to the booth with the counterpart from ProChile.
 - Follow up on coverage generated by Chile's participation in the conference.
- Potential media targets can include:
 - Trade publications: Game Developer, Wired, Engadget, Develop, BioGamer Girl, Electronic Gaming Monthly
 - TV/Radio: CNBC, Bloomberg, Fox Business, CCTV, Univision, Telemundo, Mundo Fox
 - Online: Gamasutra, Kotaku, The Escapist, Destructoid, CNET
 - Local: Game Developer, San Francisco Chronicle, San Jose Mercury News
 - National: Bloomberg, Reuters, AP, Dow Jones. Also, San Francisco-based reporters for Wall Street Journal, New York Times, Financial Times, Business Insider



BIO International Convention (Chicago, IL - April 22-25)

- We will:
 - Learn the newsworthy details about the companies attending the Chile booth.
 - Work with ProChile to identify specific key content that will enable us to develop the most attractive news angles to attract media.
 - Explore list of exhibitors and assess and develop opportunities to partner with U.S. news media.
 - Coordinate with event planners to get a list of media attending the convention and reach out to them
 - Develop media lists with regional and trade media (TV, radio, print and online).
 - Write and distribute a media advisory one or two weeks prior to the convention to announce Chile's participation and attract attention in advance.
 - Write a press release after the convention is over. Distribute directly to media lists, as well as through ProChile's wire service.
 - Coordinate media visits to the booth with the counterpart from ProChile.
 - Follow up on coverage generated by Chile's participation in the convention.
- Potential media targets can include:
 - Trade publications: BioTechniques, BioWorld Today, Science Magazine, Scientific American
 - TV/Radio: Healthline RLTV, Tech Close-up
 - Online: Bio-IT World, DNA Science Blog, Crain's Chicago Business Blog
 - Local: Chicago Tribune, Chicago Sun-Times
 - National: Bloomberg, Reuters, AP. Also, Chicago-based reporters for Wall Street Journal, New York Times, Business Insider





DEMO Days (New York, Los Angeles, Miami - September)

- U.S. news media at the regional level want to write business stories that are connected to their particular region. That's why we will work with ProChile to develop strong news hooks to these local U.S. markets. For example, we suggest the following:
 - Develop a "fact sheet" for each of the three DEMO Days markets showing what the economic relationship between Chile and the U.S. means in terms of jobs created and money invested in that particular region.
 - Show how Chilean innovation impacts the DEMO Day markets.
 - Show how the group Chilean entrepreneurs are considering either making investments in the DEMO Days markets or are inking investments from U.S. venture capital groups from those regions.
 - In order to spur greater news coverage, involve local state political officials in presentations to news media.
 - Develop a "media tour" in which we shuttle the entrepreneurs to key regional media outlets.
 - Suggest to ProChile bringing along Chilean businesspeople who with their innovations can help solve pressing American problems, such as the vulnerability of U.S. infrastructure to cyber attack and the like.
- Potential media targets could include:
 - Trade publications: TBD based on topics of focus
 - TV/Radio: CNN, CNNEE, ABC, NBC, and others
 - Online: TBD based on topics of focus
 - Local: New York Times, Miami Herald, El Nuevo Herald, Los Angeles Times, and others



Additional Media Opportunities

Innovation Press Trip (August 4-9):

- We will provide support to the press trip organized and led by ProChile by identifying 10 journalists from the U.S. innovation sector and inviting five of them selected with ProChile staff.
- We will draft the invitation's text based on materials and information supplied by ProChile.

Digital Twitter Strategy

- We will draft a memo to propose a Twitter strategy that allows Chilean entrepreneurs and participants of the Year of Innovation initiatives to interact among themselves, with journalists and opinion leaders as well as with general followers regarding U.S. innovation.

Other Events (depending upon availability of resources)

NAFSA (St. Louis – May 26-31) & III Executive Business Workshop (Miami – October 21-26)

- Write a press release with materials provided by ProChile and distribute it through ProChile's wire.



Our Previous Work

Ogilvy Public Relations

Client Testimonials

"We exist to build the business of our clients." -David Ogilvy

"Having worked with Ogilvy PR for more than 8 years, I've been impressed with the strength of their network and the caliber of the team they have working on LG's diverse business groups. We're most impressed by the team's ability to deliver results and passion for our brand."

John Taylor, VP, Public Affairs/
Communications, LG Electronics

"Ogilvy PR has been a core strategic partner for BP in our communications programs—always combining deep strategic insight with cutting-edge tactics, executed flawlessly with enthusiasm and passion."

Kathy Leech, Director of
Brand Communications, BP

"You have never failed us and always seem to raise the bar. Well done."

Allan Gabor, Regional President,
North Asia for Pfizer

"Ogilvy impressed us with the quality of their strategic council, their flexibility and their effective and thorough tactics. They were able to achieve a measurable impact and deliver on promised goals. Moreover, working with the Ogilvy team in Washington DC."

Floris van Hövell
Counselor for Public Diplomacy, Press
and Culture Royal Netherlands
Embassy in
Washington DC

"Just wanted to drop a quick note to thank and CONGRATULATE our public relations team, specifically Marie Manning, regarding to last week public relations role within all our events and coverage during "Caribbean week" in NY on behalf of the CTO organization. Needless to say it is "Extremely" comforting when all the due diligence, homework is done in advanced with excellent planning and organization! Despite the fact our agendas were very long with interviews back to back, everything flowed on time, smooth due to Marie's pro-active preparation."

Gabriel Emanuelli, Director of Sales &
Marketing, North America, Puerto Rico
Tourism Company

Contact Information

Contact:
Yazmine Esparza
Account Supervisor
Corporate and Public Affairs
Ogilvy Public Relations
T: 202-729-4205
E: yazmine.esparza@ogilvy.com




Financial Proposal

Timeline

	2013											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Game Developers Conference												
BIOTech Conference												
Miami Demo Day												
Los Angeles Demo Day												
New York Demo Day												
Media outreach - national												
Press trip: Submit list of 10 journalists												
Press trip: Invite journalists												
NAFSA												
III Executive Business Workshop												

 Due dates

 Work in preparation for the due date

Budget

Activity	Cost in USD
Game Developers Conference	\$9,000
BIO International Convention	\$9,000
Demo Days (NY, LA, Miami)	\$30,000
Media outreach - national	\$4,000
Press trip: Submit list of 10 journalists	\$1,000
Press trip: Invite journalists	\$1,000
Strategic Counsel	\$6,000
Total	\$60,000

Note: This is an approximate breakdown of how we would dispense the resources. We will regularly update this based on client needs as they develop.



Agilny



**ADJUDICA LICITACIÓN PRIVADA PARA
CONTRATAR SERVICIOS DE COMUNICACIONES
Y RELACIONES PÚBLICAS EN ESTADOS UNIDOS**

Santiago, 28 de febrero de 2013

RESOLUCIÓN EXENTA Nº J- 203 / 2013

VISTOS:

La Ley Nº 20.641; el artículo 8, literal e), de la Ley Nº 19.886; los artículos 10 Nº 5 y 62 Nº 6 del Decreto Supremo Nº 250, de 2004, del Ministerio de Hacienda; el artículo 6 literales d), h) y o), del Decreto con Fuerza de Ley Nº 53, de 1979, del Ministerio de Relaciones Exteriores; las Resoluciones de la Dirección General de Relaciones Económicas Internacionales Exentas Nº J-1089, de 2011, y sus modificaciones, y Nº J-092, de 2013; la Resolución Nº 1600, de 2008, de la Contraloría General de la República; el Acta de Apertura de Ofertas, de fecha 21 de febrero de 2013; el Acta de Evaluación de Ofertas, de fecha 25 de febrero de 2013; y el Pase Interno Nº 166, de 2013, del Subdepartamento Compras y Contrataciones.

CONSIDERANDO:

1. Que, mediante Resolución Exenta Nº J-092, de fecha 6 de febrero de 2013, la Dirección General de Relaciones Económicas Internacionales, en adelante e indistintamente DIRECON, aprobó las Bases de Licitación Privada para seleccionar al proveedor extranjero con el cual contratar los servicios de comunicaciones y relaciones públicas, con el fin de potenciar el trabajo de difusión internacional de Chile en Estados Unidos;
2. Que, finalizado el plazo para presentar ofertas se recibió, a través del Departamento Económico del Consulado General de Chile en Los Ángeles, Estados Unidos, conforme a lo dispuesto en las Bases de Licitación Privada y tal como se acredita en el Acta de Apertura de Ofertas, de fecha 21 de febrero de 2013, la propuesta del siguiente proveedor extranjero:
 - **OGILVY PUBLIC RELATIONS WORLDWIDE**
3. Que, evaluada la propuesta técnica y económica presentada por el único oferente aceptado, vale decir **OGILVY PUBLIC RELATIONS WORLDWIDE**, conforme a los criterios de Experiencia previa en iniciativas comunicacionales [30%], coherencia entre la estrategia comunicacional propuesta y los objetivos definidos por ProChile en las Bases [30%], Calidad y creatividad en términos de la combinación de medios de comunicación [30%] y Precio [10%], de conformidad a las referidas Bases de Licitación Privada, la Comisión Evaluadora recomendó adjudicar la contratación de los servicios individualizados en el considerando número uno de la presente resolución, a la oferta presentada por este proveedor la que obtuvo en la evaluación una puntuación de 4,0 de un total de 4,0 puntos, según consta en el Acta de Evaluación de Propuestas de fecha 25 de febrero de 2013, resultando ser además una propuesta conveniente para los intereses de DIRECON;
4. Que, se han cumplido las formalidades exigidas por la normativa legal, reglamentaria y con las disposiciones establecidas en las respectivas Bases de Licitación Privada;





RESUELVO:

I. ADJUDICASE la Licitación Privada cuyas Bases fueron aprobadas por Resolución Exenta Nº J-092, de fecha 6 de febrero de 2013, de la Dirección General de Relaciones Económicas Internacionales, realizada con el objeto de seleccionar al proveedor extranjero con el cual contratar la prestación de los servicios de comunicaciones y relaciones públicas, con el fin de potenciar el trabajo de difusión internacional de Chile en Estados Unidos, por el monto total de USD\$60.000.- (sesenta mil dólares de los Estados Unidos de América), incluidos impuestos y costos asociados, a la oferta presentada por el proveedor extranjero **OGILVY PUBLIC RELATIONS WORLDWIDE**.

II. DEJASE establecido que conforme a lo dispuesto en el numeral 4 del Nº I de las Bases de Licitación Privada, una vez notificado el adjudicatario, éste deberá enviar a las dependencias del Departamento Económico del Consulado General de Chile en Los Ángeles, Estados Unidos, los documentos que acrediten su existencia legal, como asimismo, las facultades de su o sus representantes legales.

Además, deberá informar el nombre de los socios o accionistas principales de la empresa y remitir los datos que permitan individualizar al representante legal de la empresa facultado para suscribir el contrato (nacionalidad, documento de identificación, profesión).

III. NOTIFÍQUESE la presente Resolución por escrito al adjudicatario.

ANÓTESE, NOTIFÍQUESE Y ARCHÍVESE



CRISTIÁN MATURANA SANHUEZA

Jefe Departamento Administrativo

Dirección General de Relaciones Económicas Internacionales

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- 1) Subdepartamento de Compras y Contrataciones.
- 2) Departamento Jurídico.
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